



Foreign Agricultural Service

GAIN Report

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China, Peoples Republic of

Trade Show

Trade Shows in China during 1999 and 2000

1999

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Report Highlights:

Each year, many food and agriculture-related trade shows are held throughout China. The majority of these shows, however, are not up to international standards in their organization and execution which may lead to disappointment for the foreign exhibitor. This report identifies, based on track record or potential opportunities presented, the strong shows in 1999 and 2000 that are worth considering by foreign companies.

Includes PSD changes: No
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Shanghai ATO [CH2], CH

Introduction:

There are numerous trade shows related to the food and agriculture sectors held in China throughout the calendar year. The leading commercial and industrial cities, such as Shanghai, Hong Kong, Beijing and Guangzhou, are still hosting the majority of international industry exhibitions. The success of a few winning shows, on the one hand, and the central government's drive to acquire advanced foreign technology and knowhow in the field of agriculture, on the other, have induced local governments and industry groups from many large provincial cities in China to stage their own food and agricultural exhibitions. However, very few of these organizers are well prepared or experienced in organizing a successful trade show event, and often fail to attract a good mix of exhibitors or provide satisfactory services to them. It is, therefore, very difficult for a foreign exporter or manufacturer to filter out the weak and ineffective shows, and pick the right trade forum for his product.

After five years of regular attendances at major food shows in China, the ATO Shanghai has taken the initiative to screen out the ones that are not worth considering by American companies. This report lists, in chronological order, the food and agriculture-related trade shows in 1999 and 2000 that either have a proven track record with both domestic and international exhibitors and customers, or present a good opportunity for American products in a field or locality that, to date, remain relatively unexplored.

1. Agro-Foodtech China '99

Starting Date: April 20, 1999
Ending Date: April 23, 1999
Venue: National Agricultural Exhibition Center
City: Beijing
Organizer: Exposium-France
CCPIT-SSA
Contact Name:
Contact Address: Exposium China-Eucimat, Beijing office
Yanjing Hotel, Room 4012, 19 Fuxingmenwai Street, Beijing 100045
Telephone: (86-10) 6852-1065
Fax: (86-10) 6852-1065
E-mail: agro-foodtech@exposium.fr

This show is organized by the China Council For the Promotion of International Trade, Specialized Sub-Council for Agriculture and the group Exposium from France, with the official approval of the Ministry of Agriculture of P.R.C. This show will feature agricultural equipment, technology for the basic food production, animal husbandry and agro-food processing industries.

2. 1999 International Horticulture Exposition

Starting Date: May 1, 1999
Ending Date: October 31, 1999
Venue: Golden Temple Resort
City: Kunming
Organizer: Yunnan Horticultural Exposition Bureau

Contact Name: Mr. Du Yong
Contact Address: 19 Floor, Bldg. 1, 28 East Dongfeng Road, Kunming 650011
Telephone: (86-871) 312-3870
Fax: (86-871) 310-4826
E-mail:

The international horticulture exposition is held once every five years and is the world's largest. The exposition will take place on a 218 hectare rolling plot located near the city. Five large halls are currently under construction along with demonstration gardens and a pool (with a total planned investment of about US\$200 Million), and space will be equally divided between Chinese domestic and foreign horticulture products.

3. HOFEX 99

Wine & Spirits Asia 99

Bakery & Confectionery Asia 99

Starting Date: May 4, 1999
Ending Date: May 7, 1999
Venue: Hong Kong Convention & Exhibition Center
City: Hong Kong
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

HOFEX '99 will be the most comprehensive trade-oriented food and beverage show in Hong Kong in 1999. Since the first show in 1987, HOFEX has grown to an international stature in Asia. In 1997, over 20,000 F&B professionals and decision makers visited the show.

4. Asiafruit Congress

Starting Date: May 5, 1999
Ending Date: May 6, 1999
Venue: Hong Kong Convention & Exhibition Center
City: Hong Kong
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

This 2nd Asiafruit Congress is organized during HOFEX 99 (May 4-7, 1999)

5. Agrifood China '99

Starting Date: May 20, 1999
Ending Date: May 24, 1999
Venue: China International Exhibition Center
City: Beijing
Organizer: China International Exhibition Corporation (CIEC)
Contact Name: Chen Ruowei
Contact Address: Room 413, Service Building, 6East Bcisanhuan Road
Chao Yang District, Beijing 100028
Telephone: (86-10) 8460-2047
Fax: (86-10) 6466-3204
E-mail: ciec@hyper.netchina.com.cn

This show, sponsored by the China Council For the Promotion of International Trade, will feature an array of agricultural machinery, technology and products.

6. China Bakery & Confectionery Industry Exhibition

Starting Date: June 3, 1999
Ending Date: June 5, 1999
Venue: Shanghai Exhibition Center
City: Shanghai
Organizer: China Food Industry Association,
China Bakery and Confectionery Industry Association
Contact Name:
Contact Address: 3B Xi Tu Cheng Road, Haidian District, Beijing 100088
Telephone: (86-10) 6205-3764
Fax: (86-10) 6349-6942
E-mail:

This is the second edition of this relatively new biannual show, sponsored by the China Food Industry association and the China Bakery and Confectionery Industry Association. It is unlikely that this show attracts many international exhibitors, but the organizers are eager to, with the help of foreign companies and associations, hold a series of educational seminars for a very good local audience of Chinese food manufacturers and processors.

7. Interagri

Starting Date: June 8, 1999
Ending Date: June 11, 1999
Venue: Golden Magnolia Plaza
City: Shanghai
Organizer: Orient International Holding Advertising & Exhibition Ltd.
Contact Name: Mr. Steven Xu
Contact Address: 11/F, Zhong Yue Plaza, 225 Fu Jian Zhong Road, Shanghai 200001
Telephone: (86-21) 6322-5553
Fax: (86-21) 6322-0010
E-mail:

Interagri - Shanghai week of International Modern Agriculture is organized by Shanghai Agricultural College, Orient International Holding Advertising & Exhibition Co., Ltd. and Shanghai Huayao International Trading Co., Ltd. This is a new show and the ATO Shanghai will visit to assess its potential value for American businessmen.

8. ProPak China 99

Starting Date: July 14, 1999
Ending Date: July 17, 1999
Venue: Intex
City: Shanghai
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

This show is set to provide a large display of international technology. ProPak China has a good record of attracting a high-quality audience as the exhibition focuses on providing a sales platform for overseas machinery suppliers.

9. Food Expo Shanghai '99

Starting Date: August 25, 1999
Ending Date: August 29, 1999
Venue: Shanghai Exhibition Center
City: Shanghai
Organizer: Shanghai Gray Business Promotion Co., Ltd.
Contact Name: Mr. James Yu
Contact Address: Room 2E11, 3/F Crazy Horse Building, 326 Aomen Road, Shanghai 200060
Telephone: (86-21) 6277-7186
Fax: (86-21) 6277-8595
E-mail:

This is a locally-organized consumer show popular with Chinese companies and joint ventures in the food sector. It is of somewhat lesser importance and potential to overseas exporters than the Food China show in September 1999, but is nonetheless an event of considerable size in the food industry and a good opportunity for foreign companies to do some test marketing with consumers, as well as meet potential Shanghai distributors. This year Food Expo '99 will be held jointly with Supermarket Shanghai '99, which is put together by the same organizers.

10. Hotel China 99

Bakery China 99

Starting Date: August 25, 1999

Ending Date: August 28, 1999
Venue: Intex
City: Shanghai
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

This is the first time The Montgomery Network has spun off Hotel China from what was Food & Hotel China. The reaction has been lukewarm and this show will likely be small. The larger Food China show will take place on September 23-26, 1999. In 2000 they will be joined together again for the Food China show in Beijing, June 20-23.

11. Food China 99

Wine & Spirits China 99

Confectionery China 99

Starting Date: September 23, 1999
Ending Date: September 26, 1999
Venue: Shanghai Mart
City: Shanghai
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

This is the sixth annual show for Food China and the track record is good. The show is held alongside Wine and Spirits China '99, Confectionery China '99 and Supermarket China '99. Food China '99 will be different than in the past because the organizer has chosen to separate the former Food and Hotel China into two shows. Food China is one of the few "trade only" shows in China that succeeds in keeping the masses out of the exhibition hall. This year the organizers will try to include more supermarket products and supermarket equipment. The ATO Shanghai will support U.S. exhibitors at this show and will have an information booth in the USA pavilion.

12. FurniTek China 99

WoodMac China 99

Starting Date: October 12, 1999
Ending Date: October 15, 1999
Venue: Intex, Shanghai Mart
City: Shanghai
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Nancy Yung

Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

In its 3rd edition, FurniTek China 99 is a show for wood, veneers, wood products and furniture manufacturing accessories and hardware in China. The show has a proven track record of attracting visitors from the leading manufacturers of furniture and wood products throughout China seeking new sources of supply for their manufacturing process.

13. Fall'99 National Candy & Spirits Fair

Starting Date: October 15, 1999
Ending Date: October 25, 1999
Venue: Xinghai Convention & Exhibition Center
City: Dalian
Organizer: National Light Industry Council
Contact Name: Ms. Chen Bo
Contact Address: Chengdu Commodity Exchange Fair Office
Chengdu Sports Center Hostel, Chengdu 610015
Telephone: (86-28) 661-9300
Fax: (86-28) 662-3764
E-mail:

The fall edition of this semi-annual event, possibly the largest domestic food trade show in China, will be held in the affluent Northern port city of Dalian for the first time. The dates will be finalized sometime in August 1999. This show has a strong "local" focus, featuring a wide variety of food, wine and spirits products. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and is an excellent chance to expand one's contact base and penetrate new markets in inland China. The ATO Shanghai will likely lead a sales mission to this show.

14. China Fisheries & Seafood Expo'99

Starting Date: November 3, 1999
Ending Date: November 5, 1999
Venue: Intex
City: Shanghai
Organizer: Sea Fare Expositions, Inc.
Contact Name: Mr. Peter Redmayne
Contact Address: 5305 Shilshole Ave. NW, Suite 200, Seattle, WA 98107
Telephone: (206) 789-6506
Fax: (206) 789-9193
E-mail: china@seafare.com

FAS China considers seafood to be one of the best opportunities for U.S. exporters in China. This show attracts major seafood importers, wholesalers, and seafood processors in China. After three successful appearances in Qingdao, Beijing and Dalian, the show is expected to get a further boost by taking place in China's commercial

and financial center, Shanghai. This show is best for exporters of frozen seafood, particularly those products like squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. ATO's Shanghai and Guangzhou will send representatives to the show to help support and inform U.S. exhibitors.

15. International Exhibition on Construction Equipment and Building Materials Machinery

Starting Date: November 11, 1999
Ending Date: November 16, 1999
Venue: Shanghai Exhibition Center
City: Shanghai
Organizer: Shanghai International Exhibition Corporation
Adsale Exhibition Service Ltd.
Contact Name:
Contact Address: 4/F, Stanhope House, 734 King's Road, North Point, Hong Kong
Telephone: (852) 2811-8897
Fax: (852) 2516-5024
E-mail:

This is the 6th appearance of the only construction show in China endorsed continuously and exclusively by CECE and CIMA.

16. ChinaMart '99 ifai China '99

Starting Date: December 8, 1999
Ending Date: December 11, 1999
Venue: Guangzhou Foreign Exhibition Center
City: Guangzhou
Organizer: E.J. Krause & Associates Inc
Contact Name: Damion Wan
Contact Address: Room 2013, Hang Lung Center, 2-20 Paterson Road, Causeway Bay, Hong Kong
Telephone: (852) 2577-3343
Fax: (852) 2577-6426
E-mail: ejkdwan@netvigator.com

The 1999 show is oriented to companies who want to sell their products in South China, primarily Guangdong. The ATO Guangzhou will support U.S. exhibitors at this show. The 2nd International Food Additives & Ingredients (ifai) show, supported by CCPIT and the China General Chamber of Commerce, will be held alongside with ChinaMart '99.

17. Spring'99 National Candy & Spirits Fair

Starting Date: March 15, 2000
Ending Date: March 25, 2000
Venue: Chengdu International Exhibition & Convention Center
City: Chengdu

Organizer: National Light Industry Council
Contact Name: Ms. Chen Bo
Contact Address: Chengdu Commodity Exchange Fair Office
Chengdu Sports Center Hostel, Chengdu 610015
Telephone: (86-28) 661-9300
Fax: (86-28) 662-3764
E-mail:

This is a semi-annual event and the largest domestic trade show in China. The spring edition of the National Candy & Spirits Fair is usually held in the Southwestern city of Chengdu, but the organizers may decide to move the 2000 show to a new location. This and the final dates will not be decided until early January 2000. This show features a wide variety of food, wine and spirits products. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and is an excellent chance to expand one's contact base and penetrate new markets in inland China. The ATO Shanghai will likely lead a sales mission to this show.

18. Food Ingredients China 2000

Starting Date: April 5, 2000
Ending Date: April 7, 2000
Venue: Guangda Convention & Exhibition Center
City: Shanghai
Organizer: China Food Additive Production & Application Industry Association (CFAA),
CCPIT-Light Industry
Contact Name:
Contact Address: 22B, Fuwai St., Beijing 100833
Telephone: (86-10) 6839-6330
Fax: (86-10) 6839-6422
E-mail: ccpitsli@public3.bta.net.cn

Organized by China Council For the Promotion of International Trade, Sub-Council for Light Industry, this is a decent show for the Food Ingredients sector. This show had a successful joint appearance with Food Ingredients Asia in April 1998 in Shanghai. In April 1999, Food Ingredients China traveled to Beijing, and even though the Chinese organizers were on their own, the show gathered large numbers of business visitors from the food manufacturing and food processing sector. About a third of the exhibitors were from abroad and the show appeared to be well organized and professionally managed. In 2000, this show will reunite with Miller Freeman, the organizer of many international Food Ingredients shows around the world, and is likely to, just like in 1998, be called Food Ingredients Asia. This is expected to be a very good opportunity for foreign food ingredients exporters, since some of the largest Chinese food manufacturers are located in Shanghai. The ATO Shanghai will actively assist U.S. companies involved with this show.

19. ProPak China 2000

Starting Date: May 16, 2000
Ending Date: May 19, 2000
Venue: Shanghai Mart
City: Shanghai
Organizer: Hong Kong Exhibition Services Ltd.

Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

This show is expected to provide an impressive display of international technology in the field of food packaging. ProPak China has a good record of attracting high quality audience as the exhibition focuses on providing a sales platform for overseas machinery suppliers.

20. Food China 2000

Wine & Spirits China 2000

Confectionery China 2000

Hotel China 2000

Bakery China 2000

Starting Date: June 20, 2000
Ending Date: June 23, 2000
Venue: China International Exhibition Center
City: Beijing
Organizer: Hong Kong Exhibition Services Ltd.
Contact Name: Ms. Alice Chen
Contact Address: Unit 901-902, 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong
Telephone: (852) 2804-1500
Fax: (852) 2528-3103
E-mail: exhibit@hkesmontnet.com.hk

This will be the seventh annual show for Food China and the track record is good. After three successful appearances in Shanghai, Food China 2000 returns to Beijing. Food China is one of the few "trade only" shows in China that succeeds in keeping the masses out of the exhibition hall. In 2000 Food China will reunite with Hotel China.

21. ChinaMart 2000

Starting Date: November, 2000
Ending Date:
Venue:
City: Beijing
Organizer: E.J. Krause & Associates Inc
Contact Name: Damion Wan
Contact Address: Room 2013, Hang Lung Center, 2-20 Paterson Road, Causeway Bay, Hong Kong
Telephone: (852) 2577-3343
Fax: (852) 2577-6426
E-mail: ejkdwan@netvigator.com

This will be the third time for E.J. Krause & Associates Inc. to organize this show and in the year 2000 it will move back to Beijing.